

MAJOR FULFILLMENT SPEC SHEET FOR ELECTRONIC FILES

What MFI needs to print from your file:

1. Files must be in Quark 3.1 or later (preferred) or in PageMaker 6.0 or later (acceptable). Mac files preferred. PC files are acceptable but are more likely to incur font and graphic compatibility problems. DO NOT send layouts from Illustrator or Freehand – they are drawing programs and generally cause prepress problems. Use them to create EPS artwork for placement in Quark or Pagemaker.

Unfortunately, results when working across platforms are unpredictable - the ability to open or read a file does not mean that the file will be suitable for printing. We will inform customers when it is our opinion that a file may lead to substandard results and present other options, if any.

2. You must supply a hard copy proof from a postscript laser printer. If your job uses more than 1 color, you must also supply laser separations. This shows us the color breaks you expect and it allows you to catch costly errors before sending us your files.

3. All graphics must be included with the file. Acceptable formats are TIFF (for halftoned or bitmap art) and EPS (for lineart (vector art) from Illustrator or Freehand). Make sure you have adequate resolution for printing. Bitmaps should be AT LEAST 1200 dpi. Halftone matter usually needs to be at least 300 dpi - if you're not sure, call to verify your numbers ahead of time. Keep halftones and bitmaps as TIFF files - simply placing them in Illustrator or Freehand DOES NOT make them EPS files.

4. When placing Greyscale or CMYK TIFF files in Quark, set the background color of the graphics box to 0% Black or White. A color of None causes jaggedness in these types of files. (Not a problem with Bitmapped TIFF's or EPS files).

5. Delete all unused colors in your files (both page layout AND graphics files). Receiving a job with extra colors in the palette GREATLY INCREASES the risk of printing extra plates. If you experiment with a variety of colors in the design process be sure to delete the unused colors - RED, PMS185 and PMS192 may look the same on screen but they WILL PRINT ON DIFFERENT PLATES and incur additional charges. Both Quark and PageMaker will warn you if you try to delete a color in use. Also make sure PMS colors are NOT DESIGNATED as process separations unless that is what you really want. And finally be sure that any placed EPS files use only the EXACT SAME colors as the rest of your document.

6. Lineweights must be a minimum of .5pt at final size in the layout. This means AFTER it has been placed in Quark or PageMaker - if the graphic is .5pt in Illustrator or Freehand but subsequently scaled to 30% in the layout, the actual lineweight is .15pt and WILL DROP OUT on film and/or press. Fixing these mistakes on our end will incur additional charges.

7. Use fonts selected from the font menu in your documents - avoid style options or buttons as they may result in incorrect output. If you apply a style for which there is no true postscript font, the RIP will substitute Courier and probably ruin your document.

8. Set traps in all files to .25 pt. (.003"). Any trapping you supply will be output as received. Trapping can be tricky - if you'd like us to review or create your traps, we'll do so at an additional charge.

9. Let us set the Linescreen here in your Quark or PageMaker file. Different circumstances require different settings.

10. Typefaces must be Postscript (preferably Adobe). Both Printer Fonts and Suitcases should be sent unless we have the fonts here. We have most of the Adobe Library. Do not send suitcases containing multiple fonts. Frequently users will store a large number of fonts in single suitcases. For example, one suitcase might contain all of your "Script Faces" or might break your fonts down alphabetically ("A-E", "F-K", etc). While these strategies may be a convenience for a user, it causes headaches for a service provider. Please send single suitcases for each font family. For example "Times" would contain only the screen fonts for Times, Times Italic, Times Bold and Times Bold Italic. There are no TrueType Imagesetters. Using TrueType is asking for problems. Be aware that some of the fonts shipped with newer Macs are TrueType - look at the icon to determine the type (see below).

Some of the fonts shipped with older Macs (New York, Cairo, etc.) are bitmaps only and will not print reliably either. The standard Windows fonts are also TrueType.

Postscript Icon



TrueType Icon

